

# RETAIL MANAGEMENT, CERTIFICATE OF ACHIEVEMENT

**Banner code:** 2\_CN\_RMGT

**Control number:** 19379

**Financial aid:** Eligible

This Retail Management Certificate, designed in collaboration with industry leaders, prepares individuals for promotion in management in the retail field. This program is also intended to help students develop an understanding of the retail manager's job and the requirements for success in the retail environment.

Individuals completing the prescribed courses are eligible to receive both the Golden West College Certificate of Achievement and the Western Association of Food Chains (WAFC) Retail Management Certificate.

The certificate is designed to prepare current and future retail employees for the fast-paced challenges in a competitive retail industry. This certificate includes business essentials such as accounting and marketing, and also emphasizes the "soft skills" of behavioral management and communication required for career success. Completion of the Retail Management certificate enhances the opportunity for entry employment as well as advancement in a retail career.

## Program Level Learning Outcomes

Upon completion of this program, students will be able to:

1. Develop a business plan for a small business which will include a mission statement, organizational structure, financial plan, cost analysis, and logistics and supply chain management.
2. Develop guidelines for customer service for both suppliers and customers.
3. Incorporate business solutions software to logistics and supply chains.
4. Develop employment guidelines following Federal policies governing affirmative action and the American Disabilities Act.

## Certificate of Achievement Requirements

This certificate goes through the State approval process and requires a minimum of 12 units of coursework in a particular academic or occupational area. The certificate programs normally include only those courses which have a direct bearing upon specialized occupational competency since the objective of earning the career certificate is immediate employment in a specialized area. Upon successful completion of the program and completing the application, the student will receive the certificate and be recognized at the graduation ceremony. In order to earn a Certificate of Achievement all courses that apply to the certificate must be completed with a minimum grade of "C" in each course unless otherwise stated. A minimum of 12 units in residence at GWC is required, and 50 percent of the certificate program must be completed at GWC.

Course	Title	Units
<b>Required Courses</b>		
ACCT G100	Introduction to Accounting	3

Course	Title	Units
BUS G139	Business Communication	3
or BUS G130	Introduction To Business Writing	
CS G130	Survey Of Computer Science/Information Technology	4
MGMT G110	Elements Of Management	3
MGMT G111	Human Resources Management	3
MGMT G115	Essentials of Organizational Behavior	3
MKTG G100	Principles Of Marketing	3
MKTG G135	Retail Management	3
<b>Suggested Electives</b>		
ACCT G102	Managerial Accounting	4
ACCT G215	Sarbanes-Oxley Act and Internal Control Compliance	3
BUS G100	Introduction To Business	3
BUS G108	Legal Environment Of Business	3
or BUS G110	Business Law	
COMM G110	Public Speaking	3
MGMT G152	Starting a Business - Entrepreneurial Small Business	3
MGMT G130	Team Building And Group Dynamics	3
MGMT G140	Business and Organizational Ethics	3
<b>Total Units</b>		<b>25</b>

## Recommended Program Sequence

These sequences are general maps for students to finish all requirements for the Certificate. There may be advisories or time requirements that students may want to consider before following these maps. **Students are advised to meet with a GWC Counselor for alternate sequencing.**

### Year 1:

Course	Title	Units
<b>Semester 1</b>		
ACCT G100	Introduction to Accounting	3
CS G130	Survey Of Computer Science/Information Technology	4
MGMT G110	Elements Of Management	3
ENGL G100	Freshman Composition (or placement)	4
<i>Units</i>		<i>14</i>

Course	Title	Units
<b>Semester 2</b>		
BUS G130	Introduction To Business Writing	3
or BUS G139	Business Communication	
MGMT G115	Essentials of Organizational Behavior	3
MKTG G100	Principles Of Marketing	3
MKTG G135	Retail Management	3
<i>Units</i>		<i>12</i>

### Year 2:

Course	Title	Units
<b>Semester 3</b>		
MGMT G111	Human Resources Management	3
<i>Select one of the following:</i>		<i>3-4</i>

<b>Course</b>	<b>Title</b>	<b>Units</b>
ACCT G102	Managerial Accounting	4
ACCT G215	Sarbanes-Oxley Act and Internal Control Compliance	3
BUS G100	Introduction To Business	3
BUS G108 or BUS G110	Legal Environment Of Business Business Law	3
COMM G110	Public Speaking	3
MGMT G130	Team Building And Group Dynamics	3
MGMT G140	Business and Organizational Ethics	3
MGMT G152	Starting a Business - Entrepreneurial Small Business	3
<i>Units</i>		6-7